

# **The New Nutrition Facts Label**

## **Examples of Different Label Formats**

FOR REFERENCE ONLY

For more information, visit [Changes to the Nutrition Facts Label](#).

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## Standard Vertical

Nutrition Facts	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

**Standard Vertical  
(Side-by-Side Display)**

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vit. D 2mcg 10%   •   Calcium 260mg 20% Iron 8mg 45%   •   Potas. 235mg 6%	
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

**Standard Vertical  
(w/ Voluntary)**

<b>Nutrition Facts</b>	
17 servings per container	
<b>Serving size</b>	<b>3/4 cup (28g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>140</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 1.5g	<b>2%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 0.5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 22g	<b>8%</b>
Dietary Fiber 2g	<b>7%</b>
Soluble Fiber <1g	
Insoluble Fiber 1g	
Total Sugars 9g	
Includes 8g Added Sugars	<b>16%</b>
<b>Protein</b> 9g	<b>18%</b>
Vitamin D 2mcg (80 IU)	10%
Calcium 130mg	10%
Iron 4.5mg	25%
Potassium 115mg	2%
Vitamin A 90mcg	10%
Vitamin C 9mg	10%
Thiamin 0.3mg	25%
Riboflavin 0.3mg	25%
Niacin 4mg	25%
Vitamin B <sub>6</sub> 0.4mg	25%
Folate 200mcg DFE (120mcg folic acid)	50%
Vitamin B <sub>12</sub> 0.6mcg	25%
Phosphorus 100mg	8%
Magnesium 25mg	6%
Zinc 3mg	25%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

## Tabular Format

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\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Aggregate Display

Nutrition Facts		Wheat Squares Sweetened	Corn Flakes Not Sweetened	Mixed Grain Flakes Sweetened
1 serving per container				
<b>Serving size</b>	<b>1 box</b>	(35g)	(19g)	(27g)
<b>Amount per serving</b>				
<b>Calories</b>		<b>130</b>	<b>70</b>	<b>100</b>
		<b>% Daily Value*</b>	<b>% Daily Value*</b>	<b>% Daily Value*</b>
<b>Total Fat</b>		0g <b>0%</b>	0g <b>0%</b>	0g <b>0%</b>
Saturated Fat		0g <b>0%</b>	0g <b>0%</b>	0g <b>0%</b>
Trans Fat		0g	0g	0g
<b>Cholesterol</b>		0mg <b>0%</b>	0mg <b>0%</b>	0mg <b>0%</b>
<b>Sodium</b>		0mg <b>0%</b>	200mg <b>9%</b>	120mg <b>5%</b>
<b>Total Carbohydrate</b>		29g <b>11%</b>	17g <b>6%</b>	24g <b>9%</b>
Dietary Fiber		3g <b>11%</b>	1g <b>4%</b>	1g <b>4%</b>
Total Sugars		8g	6g	13g
Includes Added Sugars		8g <b>16%</b>	5g <b>10%</b>	13g <b>26%</b>
<b>Protein</b>		4g	1g	1g
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	Vitamin D	2mcg 10%	2mcg 10%	0mcg 0%
	Calcium	0mg 0%	0mg 0%	0mg 0%
	Iron	2mg 10%	1mg 6%	4mg 20%
	Potassium	125mg 4%	25mg 1%	30mg 1%
	Vitamin A	0%	10%	10%
	Vitamin C	0%	15%	90%
	Thiamin	35%	15%	25%
	Riboflavin	30%	10%	25%
	Niacin	30%	10%	20%
	Vitamin B <sub>6</sub>	30%	20%	20%

## Dual Column Display

Nutrition Facts				
2 servings per container				
Serving size		1 cup (255g)		
Calories	Per serving		Per container	
	220		440	
	% DV*		% DV*	
<b>Total Fat</b>	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
Trans Fat	0g		0g	
<b>Cholesterol</b>	15mg	5%	30mg	10%
<b>Sodium</b>	240mg	10%	480mg	21%
<b>Total Carb.</b>	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
<b>Protein</b>	9g		18g	
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>				

### Simplified Display

Nutrition Facts	
64 servings per container	
<b>Serving size</b>	<b>1 tbsp (14g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>130</b>
<b>% DV*</b>	
<b>Total Fat</b> 14g	<b>18%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 2g	
Polyunsaturated Fat 4g	
Monounsaturated Fat 6g	
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
<b>Protein</b> 0g	
Not a significant source of cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron, and potassium	
* %DV = %Daily Value	



**Infants through 12 Months of Age**

Nutrition Facts	
4 servings per container	
<b>Serving size</b>	<b>1 pack (70g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>25</b>
<b>% Daily Value</b>	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	
Trans Fat 0g	
<b>Cholesterol</b> 0mg	
<b>Sodium</b> 74mg	
<b>Total Carbohydrate</b> 5g	<b>5%</b>
Dietary Fiber 1g	
Total Sugars 3g	
Includes 0g Added Sugars	
<b>Protein</b> 0g	<b>0%</b>
Vitamin D 0mcg	0%
Calcium 5mg	2%
Iron 1mg	10%
Potassium 230mg	35%

## Children 1-3 Years

Nutrition Facts	
1 serving per container	
<b>Serving size</b>	<b>1 container (85g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>70</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 1.5g	<b>4%</b>
Saturated Fat 0.5g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 240mg	<b>16%</b>
<b>Total Carbohydrate</b> 11g	<b>7%</b>
Dietary Fiber 1g	<b>7%</b>
Total Sugars 1g	
Includes 1g Added Sugars	<b>4%</b>
<b>Protein</b> 3g	<b>23%</b>
Vitamin D 0mcg	0%
Calcium 35mg	6%
Iron 0.6mg	8%
Potassium 30mg	0%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 1,000 calories a day is used for general nutrition advice.	

Tabular Dual Column Display

Nutrition Facts

2 servings per container

Serving size 1 cup (255g)

Calories 220 440

per serving per container

	Per serving % DV*		Per container % DV*	
Total Fat	5g	6%	10g	13%
Saturated Fat	2g	10%	4g	20%
Trans Fat	0g		0g	
Cholesterol	15mg	5%	30mg	10%
Sodium	240mg	10%	480mg	21%
Vitamin D	5mcg	25%	10mcg	50%
Calcium	200mg	15%	400mg	30%

	Per serving % DV*		Per container % DV*	
Total Carb.	35g	13%	70g	25%
Dietary Fiber	6g	21%	12g	43%
Total Sugars	7g		14g	
Incl. Added Sugars	4g	8%	8g	16%
Protein	9g		18g	
Iron	1mg	6%	2mg	10%
Potassium	470mg	10%	940mg	20%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Tabular Display for Small Packages**

<b>Nutrition Facts</b>  5 servings per container <b>Serving size</b> <b>1/6 cup (28g)</b>  <b>Calories</b> <b>per serving 90</b>	<b>Amount/serving</b>	<b>% DV</b>	<b>Amount/serving</b>	<b>% DV</b>
	<b>Total Fat</b> 2g	<b>3%</b>	<b>Total Carb.</b> 15g	<b>5%</b>
	Sat. Fat 1g	<b>5%</b>	Fiber 0g	<b>0%</b>
	<i>Trans</i> Fat 0.5g		Total Sugars 14g	
	<b>Cholesterol</b> 10mg	<b>3%</b>	Incl. 13g Added Sugars	<b>26%</b>
	<b>Sodium</b> 200mg	<b>9%</b>	<b>Protein</b> 3g	
	Vitamin D 0% • Calcium 6% • Iron 6% • Potassium 10%			

### Linear Display for Small Packages

**Nutrition Facts** Servings: 12, **Serv. size: 1 mint (2g),**  
Amount per serving: **Calories 5**, **Total Fat** 0g (0% DV), Sat. Fat 0g (0% DV),  
*Trans* Fat 0g, **Cholest.** 0mg (0% DV), **Sodium** 0mg (0% DV), **Total Carb.** 2g (1% DV),  
Fiber 0g (0% DV), Total Sugars 2g (Incl. 2g Added Sugars, 4% DV), **Protein** 0g,  
Vit. D (0% DV), Calcium (0% DV), Iron (0% DV), Potas. (5% DV).

## Dual Columns, Two Forms of the Same Food

Nutrition Facts			
12 servings per container			
Serving size		1/4 cup dry mix (44g)	
Calories	Per 1/4 cup dry mix		Per baked portion
	170		300
	% DV*		% DV*
<b>Total Fat</b>	1.5g	2%	16g 21%
Saturated Fat	1g	5%	5g 25%
Trans Fat	0g		0g
<b>Cholesterol</b>	0mg	0%	60mg 20%
<b>Sodium</b>	300mg	13%	375mg 16%
<b>Total Carb.</b>	36g	13%	36g 13%
Dietary Fiber	<1g	2%	<1g 2%
Total Sugars	18g		18g
Incl. Added Sugars	18g	36%	18g 36%
<b>Protein</b>	2g		3g
Vitamin D	0mcg	0%	0mcg 0%
Calcium	100mg	8%	100mg 8%
Iron	1mg	6%	1mg 6%
Potassium	45mg	0%	45mg 0%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>			

## Dual Columns, Per Serving and Per Unit

Nutrition Facts					
12 servings per container					
Serving size			1/2 muffin (114g)		
Calories		Per 1/2 muffin		Per 1 muffin	
		380		760	
		% DV*		% DV*	
Total Fat		16g	21%	32g	41%
Saturated Fat		3g	15%	6g	30%
Trans Fat		0g		0g	
Cholesterol		50mg	17%	100mg	33%
Sodium		480mg	21%	960mg	42%
Total Carb.		56g	20%	112g	41%
Dietary Fiber		2g	7%	4g	14%
Total Sugars		32g		64g	
Incl. Added Sugars		30g	60%	60g	120%
Protein		3g		6g	
Vitamin D		0.1mcg	0%	0.2mcg	2%
Calcium		40mg	4%	80mg	6%
Iron		2mg	10%	4mg	20%
Potassium		190mg	4%	380mg	8%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>					